



ORDER

Flight Dates **10/19/12-10/22/12**

Contract / Revision **313943 /**

Original Date / Revision
10/04/12 10/04/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:13:00

Estimate # **C16C22**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 88666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	18%	15960
KPNX	18%	15960
KPPX	%	0
KSAZ	25%	22166
KTVK	24%	21280
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	35	\$11,305.00	\$13,300.00	0.00
Totals	35	\$11,305.00	\$13,300.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	35	\$11,305.00	\$13,300.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	10/19/12	10/19/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--		1			\$350.00		0.00				
N 2	KNXV	10/22/12	10/22/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----		1			\$350.00		0.00				
N 3	KNXV	10/21/12	10/21/12		CM	4pm-430pm	-----S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00



KNXV

Print Date: 10/04/12

Page 2 of 4

Contract / Revision **313943** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **C16C22**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU 4pm-430pm SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$150.00		0.00			
N 4	KNXV	10/21/12	10/21/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$100.00		0.00			
N 5	KNXV	10/19/12	10/19/12	M-F 5-6am M-F 5-6am	CM	5am-6am	----F--	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$75.00		0.00			
N 6	KNXV	10/22/12	10/22/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					2	\$75.00		0.00			
N 7	KNXV	10/19/12	10/19/12	M-F 6-7am M-F 6-7am	CM	6am-7am	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$250.00		0.00			
N 8	KNXV	10/22/12	10/22/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$250.00		0.00			
N 9	KNXV	10/19/12	10/19/12	M-F 7-9am M-F 7-9am	CM	7am-9am	----F--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					2	\$250.00		0.00			
N 10	KNXV	10/22/12	10/22/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					2	\$250.00		0.00			
N 11	KNXV	10/20/12	10/20/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					2	\$100.00		0.00			
N 12	KNXV	10/21/12	10/21/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					2	\$100.00		0.00			
N 13	KNXV	10/21/12	10/21/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$350.00		0.00			
N 14	KNXV	10/19/12	10/19/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$450.00		0.00			
N 15	KNXV	10/22/12	10/22/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$450.00		0.00			



KNXV

Print Date: 10/04/12

Page 3 of 4

Contract / Revision **313943** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:13:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **C16C22**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	KNXV	10/22/12	10/22/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$450.00		0.00			
N16	KNXV	10/19/12	10/19/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$550.00		0.00			
N17	KNXV	10/22/12	10/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$550.00		0.00			
N18	KNXV	10/19/12	10/19/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$550.00		0.00			
N19	KNXV	10/22/12	10/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$550.00		0.00			
N20	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$200.00		0.00			
N21	KNXV	10/21/12	10/21/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
N22	KNXV	10/19/12	10/19/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	----F--	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$200.00		0.00			
N23	KNXV	10/22/12	10/22/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M-	-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00			
N24	KNXV	10/20/12	10/20/12	SA 1035pm-1135pm SA 1035-1135pm	CM	1035pm-1135pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$100.00		0.00			
N25	KNXV	10/22/12	10/22/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$850.00		0.00			
N26	KNXV	10/20/12	10/20/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$450.00		0.00			
N27	KNXV	10/19/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KNXV

Print Date: 10/04/12

Page 4 of 4

**KNXV-TV
PHOENIX**Contract / Revision **313943** Flight Dates **10/19/12-10/22/12**Hiatus DatesOriginal Date / Revision 10/04/12/ 10/04/12Order Sep 00:13:00Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **C16C22**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N27	KNXV	10/19/12	10/19/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	1				\$500.00		0.00					
N28	KNXV	10/22/12	10/22/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	1				\$500.00		0.00					
N29	KNXV	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	7pm-8pm	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	----F--	1				\$3,500.00		0.00					
*Tax 1 Note: Tax 0.5%.														Totals	35	\$13,300.00

*Tax 1 Note: Tax 0.5%.